

Message Text

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FOR OIM/SAD/RENBORG FROM ADVANCE OFFICER RYAN

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TAGS: BEXP, IS, IR

SUBJ: BUILDING PRODUCTS AND CONSTRUCTION
EQUIPMENT SPECIALIZED TRADE MISSION,
ISRAEL AND IRAN, JANUARY 9-20, 1977

REF: USDOC 21695

1. PRELIMINARY WORK SUBJECT TRADE MISSION PROCEEDING
EXCEPTIONALLY WELL. TEAM ASSIGNED IS FIRST RATE, AND
ALL INDICATIONS ARE THAT THIS SHOULD BE HIGHLY SUCCESSFUL
COMMERCIAL OPERATION IN IRAN.

2. LOGISTICS: TM WILL ARRIVE 2210 HOURS FRIDAY,
JANUARY 14 FROM TEL AVIV ON AF-192. GROUP WILL BE MET AT AIRPORT
BY EMBASSY TRANSPORT AND CONDUCTED TO INTERCONTINENTAL HOTEL.
CONFIRMED RESERVATIONS IN HAND FOR SUITE AND TEN SINGLES. COST OF
SINGLE IS RLS. 3300 OR \$47.00 PER NGHT. ROOM FOR STAHLMANN AND
DOUBLE BED FOR HEARIN CONFIRMED.
GROUP WILL LEAVE HOTEL MORNING JANUARY 21 EXCEPT FOR WILLIAM YOUNG
WHO LEAVES JANUARY 22 AND JOE HEARIN WHO LEAVES JANUARY 23. SINCE
GROUP WILL DEPART IRAN ON VARIOUS FLIGHTS, NO ATTEMPT WILL BE MADE
FOR TRANSPORT TO AIRPORT FOR THE VARIOUS INDIVIDUALS.
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3. BRIEFING AND SITE VISITS: DUE TO JET LAG PROBLEMS, THE BUSY WEEK
IN TEL-AVIV AND LATE ARRIVAL TEHRAN, SATURDAY, JANUARY 15 WILL
BE PRIMARILY A DAY OF REST FOR TIM. BRIEFING IS SCHEDULED FOR 1700
HOURS SATURDAY AFTERNOON IN HOTEL CONFERENCE ROOM (PROVIDING NO
RENTAL COST INVOLVED) OR AT USTC. POST BRIEFING WILL BE CONDUCTED

BY COMATT WESTLEY AND COMMERCIAL OFFICER SCHERMERHORN WITH POSSIBLE ASSISTANCE FROM AMERICAN RESIDENT BUSINESSMEN AND WILL TOUCH LIGHTLY ON ECONOMIC SITUATION AND COVER DOING BUSINESS IN IRAN IN DETAIL. STAFF MEMBERS STARRETT CONSTRUCTION COMPANY, IRAN, PROMINENT U.S. FIRM ACTIVE IN IRAN, WILL BRIEF GROUP FOLLOWING POST PRESENTATION, ON AMERICAN VIEW OF BUILDING TRADE IN IRAN. THERE IS POSSIBILITY IRANIAN CONTRACTOR WILL BE INVITED PRESENT IRANIAN POINT OF VIEW. ENTIRE BRIEFING SHOULD NOT EXCEED TWO HOURS. SUNDAY MORNING, JANUARY 16 FROM 0800 TO 1200 HOURS, GROUP WILL VISIT SEVERAL BUILDING PROJECTS IN TEHRAN TO BECOME FAMILIAR IRANIAN STATE-OF-ART IN CONSTRUCTION. TRANSPORT WILL BE PROVIDED BY STARRETT OR EMBASSY AS REQUIRED.

4. HOSPITALITY: RECEPTION WILL BE STAGED AT USTC 1800 TO 2000 HOURS, SUNDAY, JANUARY 16. DUE LACK CATERING SERVICES, NOT POSSIBLE HAVE RECEPTION SATURDAY EVENING. WITH FOUR WORKING DAYS FOLLOWING RECEPTION, AMPLE TIME AVAILABLE FOR TM MEMBERS MEET WITH RECEPTION CONTACTS, SHOULD SUCH BE APPROPRIATE. INVITATION LIST OF APPROXIMATELY 200 BUILDERS, CONTRACTORS, ARCHITECTS, DESIGN ENGINEERS AND AGENTS SHOULD PRODUCE 100 GUESTS AT RECEPTION. AUTHORIZED FUNDING \$700.00 IS ADEQUATE FOR THIS EVENT, SUITE SUPPLIES AND COFFEE AND TEA AT USTC.

5. ISFAHAN TRIP: ADVANCE OFFICER MADE NUMBER CALLS ON MAJOR CONTRACTORS AND BUILDERS IN TEHRAN TO SOUND OUT COMMERCIAL VIABILITY TRIP TO ISFAHAN. WITHOUT EXCEPTION RECOMMENDATION STRONGLY MADE ISFAHAN TRIP WOULD BE WITHOUT VALUE FROM STANDPOINT BUSINESSLEADS. TEHRAN HEADQUARTERS FOR ALL CONSTRUCTION ACTIVITY IN COUNTRY, AND DECISIONS ARE MADE HERE. SUGGEST TM MEMBERS BRING OPEN-DATED TICKETS TEHRAN/ISFAHAN/TEHRAN ANYWAY, SINCE NO ADDITIONAL UNCLASSIFIED

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AIR FARE INVOLVED, AND IT IS POSSIBLE SOME MEMBERS GROUP MAY FINISH UP BUSINESS MEETINGS TEHRAN WITH DAY OR TWO TO SPARE. AIR AND HOTEL RESERVATIONS MAY BE ATTEMPTED AT THAT TIME.

6. PROMOTION: TM IS VERY FORTUNATE HAVE SERVICES PARVIN FAIRCHILD AS ADMINISTRATIVE ASSISTANT. SHE IS EXPERIENCED TM WORK AND IS DEDICATED TO THE SUCCESS OF THIS MISSION. SHE WILL WORK WEEK DECEMBER 21 TO MAKE MAILING INVITATION LETTER AND TM BROCHURE, WEEKS JANUARY 2 AND 9 TO MAKE APPOINTMENTS FOR TM MEMBERS AND WEEK JANUARY 16 WHILE TM IN TOWN. HER WORK SPACE WILL BE ADJACENT FSL RAZBAN, ASSIGNED TO TM TO DEVELOP LISTS, TO SCREEN APPOINTMENT CANDIDATES AND TO ASSIST IN EFFECTING APPOINTMENTS. LANGE SCHERMERHORN AS CONTROL OFFICER BRINGS GREAT DEAL OF EXPERIENCE TO TM. HAVING ADVANCE OFFICER BRING BROCHURES TO TEHRAN FIVE WEEKS IN FRONT TO TM SHOULD BE MADE SOP FOR IRAN TM'S. ON SOME PREVIOUS TM'S TARDY SUBMISSION BROCHURE MATERIAL AND PRINTING DELAYS HAVE MEANT BROCHURES MAILED WEEK BEFORE TM ARRIVES. IN THIS MARKET, THIS DOES NOT WORK. WITH OUR TM, PROCESS WILL BE ORDERLY, WITH AMPLE

TIME BETWEEN BROCHURE MAILING AND PHONE CAMPAIGN FOR APPOINTMENTS TO ALLOW PROSPECTS TO STUDY MATERIALS AND COME TO COHERENT CONCLUSION ON POSSIBLE INTEREST IN GROUP. ADDED COST OF EXCESS BAGGAGE FOR ADVANCE OFFICER TO BRING BROCHURES WELL WORTH ADDITIONAL EXPENSE. PRESS ACTIVITY WILL BE LIMITED TO TWO PRESS RELEASES SUBMITTED BY USIS JANUARY 8 AND 15. IT IS NOT EXPECTED GREAT PRESS PLAY WILL RESULT, IN VIEW HEAVY SCHEDULE TM'S IN IRAN FROM ALL OVER WORLD. IN UNLIKELY EVENT APPOINTMENTS ARE HAD TO DEVELOP, POST HAS SUFFICIENT MONEY IN CONTINGENCY RESERVE TO UNDERTAKE MODEST ADVERTISING CAMPAIGN IN LOCAL NEWSPAPERS.

7. TRANSPORT: POST RESPONSIBILITY WILL BE CONFINED TO MEETING GROUP AT AIRPORT AND AS NECESSARY, PROVIDING MINIBUS FOR GROUP VISITS. SOME OVERTIME FOR DRIVERS MAY RESULT. CONTINGENCY FUNDS ARE ADEQUATE TO COVER. OUR BUDGET REFLECTS HIRE OF SIX CARS FOR FIVE DAYS. KAMAN TAXI COMPANY, NEAR USTC, HAVE BEEN USED PREVIOUSLY AND SERVICE SATISFACTORY. AGENT CANDIDATES WILL COME TO USTC FOR APPOINTMENTS BUY VERY FEW END-USERS WILL. PARVIN FAIRCHILD WILL UNCLASSIFIED

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COORDINATE ARRANGEMENTS WITH KAMAN, HIRING CARS ON HOURLY BASIS STRICTLY ON AS-NEEDED BASIS. BUDGET AMOUNT CONSEQUENTLY IS GENEROUS. TM MEMBERS WILL MAKE OWN ARRANGEMENTS TO GET FROM AIRPORT AT CONCLUSION OF TM.

8. HEARIN FOREST INDUSTRIES: CAREFUL ANALYSIS MARKET PROSPECTS WOOD PRODUCTS NOT TOO OPTIMISTIC. POST NOW DEVELOPING LANDED COSTS CURRENTLY PAID BY CONTRACTORS FOR VARIOUS GRADES WOOD PRODUCTS FROM A VARIETY OF SUPPLIERS.
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